



**Date of Council Work Session:** September 9, 2013

**TOWN OF LEESBURG  
TOWN COUNCIL WORK SESSION**

**Subject:** Free Family Movie Night in the Park

**Staff Contact:** Rich Williams, Director of Parks and Recreation

**Recommendation:** No recommendation. For informational purposes only.

**Issue:** Should the Parks and Recreation Department offer a Free Family Movie Night in the Park during the summer season?

**Background:** The Department was asked to research the logistics and costs to produce a ‘movie in the park’ type event at Ida Lee Park. The concept was to offer a family-friendly movie outside in the festival field. The Department analyzed the financial impact of buying versus renting projection equipment; vetted the logistical needs of the event; considered possible challenges; and explored alternatives to the Ida Lee Park location.

Though Ida Lee Park festival field is an ideal setting for a movie night due to its easy walkability, ample parking and natural amphitheater-like topography, there are several challenges identified for the set-up of this event.

- Bathrooms are not readily accessible; thus, requiring attendees to traverse to the recreation center or for port-a-johns to be rented. Using the recreation center would require extended staff hours since the movie would end after closing hours.
- There is no light source in the festival field or the front parking field. To provide adequate safety, light towers would have to be rented.
- A regularly scheduled special event may cause concern with the adjacent neighborhoods.

Alternatives to Ida Lee Park festival field were considered.

- Town Green was appraised because of its downtown location, existing light and power sources, and adjacent bathrooms. Despite these positives, Town Green was deemed potentially too small, disruptive to the immediate businesses, and possibly noisy with the proximity to King Street.
- Freedom Park was the next location to be reviewed. The site has bathrooms, light and power sources, ample parking, walkability, and limited impact on neighbors. However, there is the concern of the impact that a regularly scheduled event may have on field uses.

**Fiscal Analysis:** To produce a Free Family Movie Night in the Park, there are costs associated with projection equipment, movie rentals, staffing and other logistic needs. Staff outlined the

following costs based on the event being held at the Ida Lee Park festival field and to reflect the options of renting or buying the projection equipment.

	<b>Rent Projection Equipment</b>	<b>Buy Projection Equipment</b>
Screen & Projector	\$800 - \$1,200	\$3,500 - \$5,000
Licensing	\$250 - \$600	\$250 - \$600
Port-a-john (2)	\$150	\$150
Event staff (8 or 16 man hours)	\$200	\$300
Police (4 man hours)	\$200	\$200
Marketing & Materials	\$250	\$250
Light Towers rentals (6)	\$960	\$960
Estimated per night	\$2,810 - \$3,560	\$5,610 - \$7,460*
Estimated 4 nights	\$11,240 - \$14,240	\$11,940 - \$14,840*
Estimated 8 nights	\$22,480 - \$28,480	\$20,380 - \$24,680*

\*Includes the capital outlay for projection equipment.

The costs for event staff include two parks and recreation staff at \$12.50/hour for five hours if the projection equipment is rented. Two additional staff is needed if the equipment is purchased. The hours include set-up and clean-up.

If the event was moved to Freedom Park, the light towers and port-a-john costs would be eliminated.

There is potential to offset the costs by charging an admission fee to the event. This would require limited access points at the chosen location and additional staffing. Food vendors would be a potential revenue source. Vendors would be charged a percentage of sales versus the department's usual practice of flat fees.